

HEARN

12, 14, 20 AND 22 WEST FOURTEENTH STREET.

FRIDAY, AS USUAL, BARGAIN DAY,

The First

Great Event of Autumn.

Novelty and Value Are the Order of the Day.

Ladies' Wraps and Dresses.

Novelty and Value are the order of the day.

- At 5.98. Plain and Fancy Cheviot Jackets—medium weight—all sizes.
- At 7.98. Plain and for trimmed Jackets—half lined with satin—value 15.00.
- At 9.98. Broadcloth, Cheviot and other fine cloth Jackets—some lined throughout.
- At 12.98. Still finer garments—elegantly lined—worth \$20 and 25—all new.
- At 14.98. Imperial Jackets—plush or silk lined—worth Thirty dollars.
- At 5.98. Broadcloth Coachman's Capes—all colors.
- At 11.98. Long Cloth Capes—handsomely braided.
- At 9.98. Bedford Cord and Blackcloth Capes—braided Watteau—lank—worth 17.00.
- At 9.98. Braided Mantles—long tabs—all sizes.
- At 11.98. Imported Cap Diagona Capes.
- At 10.98. Braided Wape quilted—extra linings.
- At 7.98. Fine Sergel Jacket and Diaper Dresses—Black and Colored—all sizes.
- At 9.98. Marlowe Suits—new Fall mixture.
- At 12.98. Tailor-made Suits—double breasted.
- At 10.98. Black Clay Diagonal Suits—worth 24.00.
- At 10.98. Plain and fancy Serge Costumes, with cape or jacket to match....

Millinery

Novelty and Value are the order of the day

- At 5.98. New English Turbans—richly trimmed.
- At 9.98. New Large Flares—rich feathered.
- At 9.98. New Bonnets and Hats—worth \$15.00.
- At 2.49. Misses' Trimmed Felts—all colors.
- At 3.98. Fine Fur Caps—all shapes and colors.
- At 4.98. Oatrich Tops—3 in bunch—Bik and colors.
- At 98c. Large Prince of Wales Ties—all colors.
- At 1.49. Black Cocco Collarette—were 5.00.
- At 1.49c. Fancy Feathers in large variety....

Upholstery.

No city and Value are the order of the day.

- At \$3.98. 200 pair New Chenille Portieres—plush or with daddo and fringe—heavy fringe top and bottom—all new.
- At 5.98. 100 pair extra heavy Chenille Portieres—all over flared or with side and all around borders—elegant in style and quality—all new.
- At 1.49. Scotch Lace Curtains—triple twist thread—white and ecru—fifty styles—worth \$2.50—all new.
- At 1.98. Scotch Lace Curtains—of extra heavy wire—large and small designs—worth \$3.50—all new.
- At 2.98. Extra long and wide Curtains—material measuring full four yards in length—Brunsvila, Renaissance and other New Lace designs—all new.
- At 7.98. Reversible Damask Silk Curtains—all colors to harmonize with present furnishings—worth 12.00—all new.
- 3.49c. Imported Silk Warp Tapestries—modern floral and designs—worth 6.00.
- At 84c. Heavy Warp Tapestries—following in style and effect imported goods at few times the prices.
- At 94c. Fancy Silk Lilies—large variety—style not before shown—15 cent quality.
- At 79c. Imported Dye Velour Squares—for Cushions and Table Covers—were \$1.25.
- At 1.98. Tapestry Table Covers—2 yard square—fringed—value \$3.25—all colors.
- At 2.98. New Smyrna Rugs—36 x 12 inches.
- At 8.98. All-Well Ingrain Art Squares—36 yards—reversible—new patterns.
- At 8.98. New Japanese Rugs—light color—36 x 12—value 12.00.

Dress Goods

<i>Novelties</i>	<i>Novelties and Values</i>	<i>Novelties and Values</i>	<i>Novelties and Values</i>
A1 4.98. Children's Chevrolet Keelers, 4" x 6" breast	A1 4.98. Children's Chevrolet Keelers, 4" x 6" breast	A1 4.98. Children's Chevrolet Keelers, 4" x 6" breast	A1 4.98. Children's Chevrolet Keelers, 4" x 6" breast
A1 4.98. Mixed Chevrolet-split cap-plaid back	A1 4.98. Mixed Chevrolet-split cap-plaid back	A1 4.98. Mixed Chevrolet-split cap-plaid back	A1 4.98. Mixed Chevrolet-split cap-plaid back
A1 4.98. Misses' Chevrolet jackets-bik and cold	A1 4.98. Misses' Chevrolet jackets-bik and cold	A1 4.98. Misses' Chevrolet jackets-bik and cold	A1 4.98. Misses' Chevrolet jackets-bik and cold
A1 4.98. Children's fine Serge Coats-velvet trim	A1 4.98. Children's fine Serge Coats-velvet trim	A1 4.98. Children's fine Serge Coats-velvet trim	A1 4.98. Children's fine Serge Coats-velvet trim
A1 2.98. Little Children's Coats-velvet trim	A1 2.98. Little Children's Coats-velvet trim	A1 2.98. Little Children's Coats-velvet trim	A1 2.98. Little Children's Coats-velvet trim
A1 4.98. Children's fine Serge Coats-velvet trim	A1 4.98. Children's fine Serge Coats-velvet trim	A1 4.98. Children's fine Serge Coats-velvet trim	A1 4.98. Children's fine Serge Coats-velvet trim
A1 8.98. Misses' Electric Gossamer Circulars	A1 8.98. Misses' Electric Gossamer Circulars	A1 8.98. Misses' Electric Gossamer Circulars	A1 8.98. Misses' Electric Gossamer Circulars
A1 1.98. Children's Cashmere and Diagonal	A1 1.98. Children's Cashmere and Diagonal	A1 1.98. Children's Cashmere and Diagonal	A1 1.98. Children's Cashmere and Diagonal
A1 3.98. Fine Cashmere Plaid Dresses-fancy	A1 3.98. Fine Cashmere Plaid Dresses-fancy	A1 3.98. Fine Cashmere Plaid Dresses-fancy	A1 3.98. Fine Cashmere Plaid Dresses-fancy
waists-velvet and braided trim	waists-velvet and braided trim	waists-velvet and braided trim	waists-velvet and braided trim
A1 34 cts. New Wool Mixtures-50 100sh w	A1 34 cts. New Wool Mixtures-50 100sh w	A1 34 cts. New Wool Mixtures-50 100sh w	A1 34 cts. New Wool Mixtures-50 100sh w
A1 40 cts. Habit Unions and Trilots-54 in	A1 40 cts. Habit Unions and Trilots-54 in	A1 40 cts. Habit Unions and Trilots-54 in	A1 40 cts. Habit Unions and Trilots-54 in
A1 40 cts. French Stripes and Plaids-all w	A1 40 cts. French Stripes and Plaids-all w	A1 40 cts. French Stripes and Plaids-all w	A1 40 cts. French Stripes and Plaids-all w
A1 40 cts. Fine Henriettes-Black and Col	A1 40 cts. Fine Henriettes-Black and Col	A1 40 cts. Fine Henriettes-Black and Col	A1 40 cts. Fine Henriettes-Black and Col
A1 74 cts. Fine Plaid Dress-Black and Col	A1 74 cts. Fine Plaid Dress-Black and Col	A1 74 cts. Fine Plaid Dress-Black and Col	A1 74 cts. Fine Plaid Dress-Black and Col
A1 74 cts. Brocade Diagonals-plain and mi	A1 74 cts. Brocade Diagonals-plain and mi	A1 74 cts. Brocade Diagonals-plain and mi	A1 74 cts. Brocade Diagonals-plain and mi
A1 75 cts. Fine Woven Suitings-Black and C	A1 75 cts. Fine Woven Suitings-Black and C	A1 75 cts. Fine Woven Suitings-Black and C	A1 75 cts. Fine Woven Suitings-Black and C
A1 90 cts. Fine Scotch Mixtures, Stripes, Che	A1 90 cts. Fine Scotch Mixtures, Stripes, Che	A1 90 cts. Fine Scotch Mixtures, Stripes, Che	A1 90 cts. Fine Scotch Mixtures, Stripes, Che
and Inevitable Plaids	and Inevitable Plaids	and Inevitable Plaids	and Inevitable Plaids
A1 30 cts. Fine Henriettes-Black and Col	A1 30 cts. Fine Henriettes-Black and Col	A1 30 cts. Fine Henriettes-Black and Col	A1 30 cts. Fine Henriettes-Black and Col

Infants' Cloaks and Caps.
Novelty and Value are the order of the day.
 At 6.99. Short China and Beugalline Silk Coats.
 At 3.49. Long Elderdown Cloaks—Angora trim.
 At 1.89. Hanging Silk Tams and Bonnets.
 At 99c. Fancy Silk Caps—fall style.
 At 49c. Hand-Made Worsted Capes and Sacques.

Ladies' Underwear
Novelty and Value are the order of the day.
 At 49 cts. Extra fine and wide Black Serges.

Silks
Novelty and Value are the order of the day.
 At 1.19... Rich Colored Beugalline; value 1.59
 At 99 cts. Heavy Brocade Silks—24 inches wide
 At 78 cts. All-Silk Faille Francine—new shade
 At 99 cts. Silk Beugallines—new shade
 At 99 cts. Extra Soft and Lustrous Black Faille
 At 69 cts. Extra Heavy Black corsets—24 inch

Trimmings and Laces.
Novelty and Value are the corner stone of the day's trade.

At 1.98. Deep-Et. Bodices—extra high and trim.
At 1.98. Et. Jet on lace—deep fancy trim.
At 1.98. Trim. Jet on lace—wide silk—extra
forms and super-pretty pieces—worth 2.50.
At 89 cts. Black Silk Gimp Bodices—worth 1.10.
At 49 cts. Russian Hand Trimmings—3 inch, w.
22 cts. Jet on lace—extra color—wide silk.
At 20 cts. Fancy Head Edgings—all color.
At 20 cts. Silk Moss Edgings—all color.

Boys' Clothing

Neatly and Value are the order of the day.

At \$4.98. All-Wool Blue Trousers Suits—4 to 14 yrs.	At 12 cts. Narrow Silk Edges—all combinations
At 3.98. All-Wool Blue T-shirts—plaid and mixtures—age 4 to 14	At 49 cts. Fur Edgings—coated green girdle headings
At 2.98. Braided Jersey Suits—heavy weight	At 40 cts. New Black Bordeaux Lacos—4 to 6
At 2.98. Double-breasted Cheviots—all wool	At 69 cts. New Black Silk Point D'Es—12 to 14
At 5.98. Sat Cheviots—Blue Pants—4 to 15 yrs.	Flouncings—value 1.25
At 5.98. Cheviot Knee Pants—extra quantity	At 12 1/2 cts. New Black Chantilly Lacos—4 to 6
At 6.98. Dark Flannel Waists—worth 98	At 87 cts. Large French Horn Bottoms, all shades
At 49c. Cloth Hats and Caps—best shapes	At 35 cts. Large Smoke and White Pearl Pant legs, holes or slanks—worth 75 cts.

Neatly and Value are the order of the day.

Housekeeping Goods

Newly and Value are the order of the day.

At 2.98 ...Dress Comfortables—saten covered.
At 2.98 ...Large Comfortables—white cotton.
Dried, value 1.75.

At 69 cts. ...10 White and Gray Blankets.
At 1.59 ...14 White and Gray Blankets.
At 1.99 ...14 White and Gray Blankets.
At 1.99 ...14 California ...extra heavy.
At 1.25 ...Colored Marcellines Quilt—extra size.

At 9.98, French Seal Shoulder Caps—extra fine
pointed from French—all sizes.

At 12.98, Rich Black Fur Capes—all sizes.

At 2.98, Oppenheim, Fitch and River Mink Scarves
with head and clasp—worth 4.50

At 1.98, Russian Hare Boas—3 yards long.
At 50 cts. French Seal Fur Edgings—Satin line

At 10 cts. Ladies' White Emu'd shirts—worth
12 cts.

At 22 cts. ...Ladies' White Emu'd shirts—worth
30 cts.

At 40 cts. Gentlemen's Silk H. S. Shirts...with
silk initials—fall size—

[illegible]

At 89	ccc.	All-Linen Napkins—full & size, doz.	At 139	1.10.
At 1.88	ccc.	Five Linen Napkins—full size, all white.	At 139	1.10.
At 1.98	ccc.	Five Linen Napkins—full size, all white. ask 3.35 one—seconds or 3.50 goods	At 139	1.10.
At 50	ccc.	Extra heavy Damask—2 1/2 yds wide	At 29c.	Girls' and Boys' Heavy School Hosiery
At 25	ccc.	Extra heavy Damask—5 yds wide	At 29c.	Damask's fine Black Cotton—full dya.
At 25	ccc.	Extra heavy Damask—5 1/2 yds. wide.	At 29c.	Black and Oxford Mixed—all wool.
At 44c.	ccc.	Bleached Toweling—10 inches wide.	At 39c.	Ladies' English Cashmere—woven 58
At 3.98	ccc.	Linen Sheets—per pair—72x72 1/2 yds.	At 37c.	Ladies' Richeslin Rib—58 by 10 1/2
At 99	ccc.	Pillow Cases—per pair—to match	At 49c.	Ladies' Fast Cotton—opera robe

Receipts and M'ns'rs: the order of the day.

At 39c.	Ladies' Merino Vests—silk trimmings
At 49c.	Ladies' Wool Vests and Pants
At 79c.	Ladies' Wool Vests and Pants

At 13¢.	Men's Zipper Tights	—	fast	At 98c.	Ladies' Natural Wool Vests —and
At 12¢.	Men's Socks	—	Fast colors	At 98c.	Ladies' Knit Wool Biogre Slacks
At 13¢.	Satin Stripe Sateen —with cold figure				Value 2.00
At 10¢.	New Non-Shrinkable Flannels —			At 79c.	Men's White Wool Shirts and Draw
At 7¢.	New Fall Cambrics—cold flag's on black			At 98c.	Men's Natural Wool Shirts and Draw
At 12¢.	Women's Back Notings —			At 69c.	Men's New Style Hair Shirts and Draw
At 12¢.	Best Oil Cold Turkey Red —worth 10			At 119c.	Men's Night Shirts—cold ambly
At 10¢.	Dress and Quilting Rail ties —		fast	At 98c.	Men's Cloth Outing Shirts—worth 85

Full list of specialties for the day can be obtained at entrance of our store.
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"NERVE SEEDS," the wonderful remedy from Dr. E. C. Pierce's "Auriferous Compound," is the only guarantee to cure all nervous diseases, such as Weak Memory, Loss of Brain Power, Headache, Wind, Fatigue, Nervousness, Indigestion, and all Nervous Tonicity.

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in either sex caused by over-excitation or excessive use of tobacco, opium or stimulants which soon lead to infirmity, consumption and insanity. Put up convenient to carry in vest pocket. 50¢ per package. Small bottle for 25¢. Write for catalogue and give a written guarantee to cure or refund the money. Dr. J. C. Ayer & Co., Lowell, Mass., U.S.A.

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